



**Position: Sr. Event Program Producer**

**Reports To: Vice President for Policy and Communications**

**Type: Exempt**

**Location: Baltimore, MD (Remote Work Possible)**

### **ORGANIZATION PROFILE**

The Business Network for Offshore Wind (the Network) is leading the way toward building an offshore wind industry in the United States. Bringing together top developers, global experts, and member businesses, the Network has become the leading convener and thought leader for the offshore wind (OSW) community. The Network's events, programs, products, and services have become the critical industry resources needed to inspire, inform, and influence critical business decision-making and unprecedented networking and relationship/partnership opportunities across the OSW community. The Network hosts numerous events throughout the year to ensure member engagement and advance the offshore wind industry.

### **POSITION SUMMARY**

The Business Network for Offshore Wind (the Network) is hiring for an Event Program Producer. This position will help support growth and revenue goals and work directly with senior-level leadership. We are looking for a strategic program producer who can take the diverse portfolio of digital and in-person events to the next level and at the same time develop new ideas for delivering event content in interactive and innovative ways that help expand attendee and member engagement.

### **POSITION FUNCTIONS AND RESPONSIBILITIES**

- Attention to detail, critical thinking, and concise communication is critical to the success of this role
- Assume full project ownership of each event program/agenda from a content perspective and ensure that program production runs on schedule working closely with cross-functional teams
- Write and produce commercially viable conference programs for Network's event (L100, Ventus Awards, Ports, Vessel & Logistics Summit, O&M and Health & Safety Summit, Critical Connections, Finance Forum, webinars, and other events as identified)
- Conduct in-depth market research on conference topics and themes to ensure relevance and timeliness of conference agendas and content
- Utilize desktop research, interviews, trade magazines and colleague input to identify key topics, debates, industry challenges and opportunities for discussion
- Research important industry topics and keep up to date with industry trends to ensure streams of content are relevant to our audience
- Develop relationships with key industry leaders and board members representing multiple facets of the supply chain

- Develop conference agendas and themes that are compelling for the market including workshops, panel discussion topics, keynote speaker presentations and facilitated discussion and networking opportunities for delegates
- Prepare all panels, including running panel preparation calls and providing notes, throughout conference series where appropriate.
- Work with conference sponsors to ensure integration into the programs appropriately with the best speakers to cover designated topics
- Liaise daily with program and policy, membership, and business development to leverage and consolidate ideas, shared resources and cross sell event opportunities
- Research and draft interview questions for panels, WindTV and OSW Insider Podcasts

### **Recruitment & Speaker Management**

- Curate a list of interesting event speakers that will draw attendees
- Source, select, and secure the participation of high-level speakers through research, networking, and existing contacts to achieve your target requirements
- Recruit and prepare conference moderators/chairs
- Recruit and manage conference advisory board(s) for assigned conferences
- Recruit outside speakers for assigned conferences
- Liaise with both marketing and speakers on agenda development and presentations, review all presentations for relevancy and messaging
- Develop, implement, and maintain a member speaker's bureau using Salesforce in order to enable identifying on members for speaking roles and developing agenda content

### **Marketing and Communications**

- Create engaging copy for each session title and descriptor to be re-purposed for marketing and other communications
- Work with business development, membership, and marketing departments to deliver physical and digital assets in support of digital engagement, such as interactive videos, testimonials, speaker blogs, and other speaker/sponsor engagement
- Identify and assist with the development of viable opportunities to grow and evolve attendance 10-20 percent per year
- Act as a conduit for wider staff team to update on market and business intelligence picked up from discussions, networks, and research
- Assist the Business Development team in securing sponsorship for Network events from speakers and others who express interest and/or seem to be potential candidates

### **General/On-Site Responsibilities**

- Must be available to travel to assigned conferences
- Manage conference agenda running order on conference day (on-site), ensuring proper flow of agenda and speaker preparedness
- Facilitate networking opportunities for delegates on-site through curated discussions in the program

### **EDUCATION AND EXPERIENCE**

- Bachelor's degree preferred
- Minimum of 7 years of professional experience as an event program planner or coordinator of in-person and digital events with steadily increasing job responsibilities
- Experience in journalism, communications, and marketing a plus

- Excellent organizational skills, including multitasking, time management, and meticulous attention to detail
- Excellent research skills
- Proficient with Teams, Asana, Excel, Salesforce, and other IT Platforms
- Ability to navigate volatility, uncertainty, complexity, and ambiguity
- Experience developing and managing project and communication plans with clear milestones, cross-departmental leads, and deadlines
- Ability to work independently and as part of a team as well as manage staff and delegate, monitor, and evaluate team and individual work activities and performance effectively
- Experience in maintaining and building enriching business relationships with senior and executive leaders across international, national, and local levels
- Ability to Travel 40%-70% of the time; domestic and internationally.
- Strong interpersonal and communication skills

#### **BENEFITS AND COMPENSATION:**

The salary range for this position is commensurate with experience. For full-time, benefit eligible employees, the Network offers an excellent range of benefits including:

- Medical Insurance
- Dental and Vision Benefits
- Employee Life Insurance
- Employee Short & Long-Term Disability
- Paid Vacation
- Generous paid leave
- 401K Plan

#### **WORKING CONDITIONS**

- Work is in an office environment

BNOW provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, or genetics. In addition to federal law requirements, the Business Network for Offshore Wind complies with applicable state and local laws governing nondiscrimination in employment in every location in which we employ staff. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

Cover letters and resumes should be sent via email to [careers@offshorewindus.org](mailto:careers@offshorewindus.org)